WHERE THE SUNSET TURNS THE OCEAN'S BLUE TO GOLD'

Officially Endorsed by Ocean Beach Chamber of Commerce and by Pacific Beach Community League

Community Spirit Upheld

THE BEACH NEWS

Circulating in Every Home

ADVERTISING PAYS

Promoting the Progress of the Beach and Bay Sections of San Diego and the Entire Point Loma Peninsula

Comprising Ocean Beach, Pacific Beach, Mission Beach, Chatsworth, Catalina, Glenartney, Loma Portal, and Point Loma Heights

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VOL. 1—NO. 30 | KIRK SMITH, Editor-Owner | Ocean Beach, California, Friday, June 15, 1923 | PHONE POINT LOMA 17 | FIVE CENTS THE COPY

BLISSES

ROMANCE WEDDING AMID GOLDEN GLOW ON SUNSET CLIFFS

Through a rift of darkened evening sky, a golden sunset gleamed a wondrous glow yesterday upon beautiful Sunset Cliffs, where was witnessed the termination of a most delightful romance, the occasion being an outdoor wedding ceremonial by a loving couple who had traveled from afar for such a glorious culmination amid unmatched scenic surroundings.

Journeying from northern California, after an extended courtship and engagement, M. D. Bayliss of Wheeler Springs, Calif., and Mrs. Ella G. Curran of San Pedro, Calif., were united in the holy bonds of matrimony yesterday afternoon by Rev. T. J. Stoetzel of the Union Congregational church, the ceremony taking place on one of the prettiest spots of the famous Sunset Cliffs, Ocean Beach.

"KEEP YOUR WIFE IN HOT WATER"

That's the catchy slogan adopted by C. A. McNeir in an attractive announcement of the many good points of the Wee Wonder Water Heater for household purposes. During the process of cooking hot water is stored into a tank by using heat that is otherwise wasted. These heaters are not expensive and are very simple to install. An illustration in another column clearly shows how the cold water is conveyed into a hollow coil from the back of the cooking stove, circulating around the burners and passing out again at the back of the stove and up into the tank. The Wee Wonder bids fair to become a household necessity. Agents are wanted for exclusive territory in every state and town and exceptional inducements are offered at the headquarters 764 State street, San Diego.

THE NEWPORT SHOPPE

Let's go swimming—JANTZEN BATHING SUITS at reasonable prices.

ARRIVALS FROM STORKLAND

Mr. and Mrs. Clifford H. Owen, of 1928 Bacon Street, Ocean Beach, are the proud parents of a lovely baby girl, born last Saturday, June 9. Mother and daughter are doing splendidly, and the popular proprietor of the Ocean Beach Cleaning and Dyeing establishment is as happy as mortal man con be nowadays.

Albert N. Daun is the name of a bouncing ten-pound boy baby, born to Mrs. Bert Daun at 4647 Larkspur Street on Saturday morning, June 9, and "Daddy" Daun is all smiles. Dr. F. J. Ratty, the eminent physician of Ocean Beach, was in attendance upon the new arrival from Storkland.

DON'T FORGET THE MEN'S CLUB SUPPER TONIGHT

Another big supper by the Men's Club is scheduled for tonight at the Congregational church. Judging from the success of a previous affair, it will be a wise move to be on hand early. There is a promise of good eats, good music and a good time.

AUTO STATION ROBBED

The automobile service station of R. B. Legg of Pacific Beach was robbed last Sunday night, according to a report made to the police. The thieves entered by forcing a door with a jimmy and made way with several tires and tubes, a number of boxes of cigars, chewing gum and a felt hat.

EDUCATIONAL

SCHOOL BOARD AUTHORIZES BIDS FOR NEW ADDITION

At an adjourned meeting this week the Board of Education duly authorized Secretary Angier to advertise for bids for the construction of additions to schools. Four rooms are to be added to the Ocean Beach school and four rooms to the La Jolla high school. A petition requesting that a kindergarten school be established at Loma Portal, was laid on the table, on the ground that the number of signers did not indicate sufficient children to warrant the establishment.

The board voted to accept the resignation, of Thomas A. Russell as principal of the high school, to take effect at the close of the present school year. Resignations of several other teachers were accepted.

ATTENTION, MOTHERS—Pure sugar candy is best for children. Get it at the BUTTERFLY SWEET SHOPPE, Newport Ave., Ocean Beach. Saturday and Sunday Specials, Maple Pecan Fudge, 30c.

THINK OF PLUMBING THINK OF PELTCHER

With building activities speeding up on every side, about the busiest man in this bustling community these days is "Charlie" Peltcher, who can be always relied upon when anything is wanted in the way of plumbing. In his Ocean Beach establishment on Niagara avenue, he is displaying the famous De Luxe Automatic Water Heater with an "exterior white and an interior right," and the popular Peltcher announces that sizes can be supplied to meet any and all requirements. It is well worth one's while to visit the splendidly appointed show rooms of the O. B. Plumbing Company at 5068 Niagara avenue, where all sorts of sanitary fixtures are on display to good advantage.

BILL BOOSTER SAYS

"NOTHING PEPS UP A TOWN LIKE PAINT! FRESH PAINT! LOTS OF PAINT! THAT'S WHAT WE NEED! WE GOT DEALERS WHO SELL IT AND PAINTERS, WHO CAN SLING IT ON! LETS TELL 'EM TO GO TO IT! NOW! "
"SAVE THE SURFACE AND YOU SAVE ALL
CHARLES SUGHROE

THE NEWPORT SHOPPE

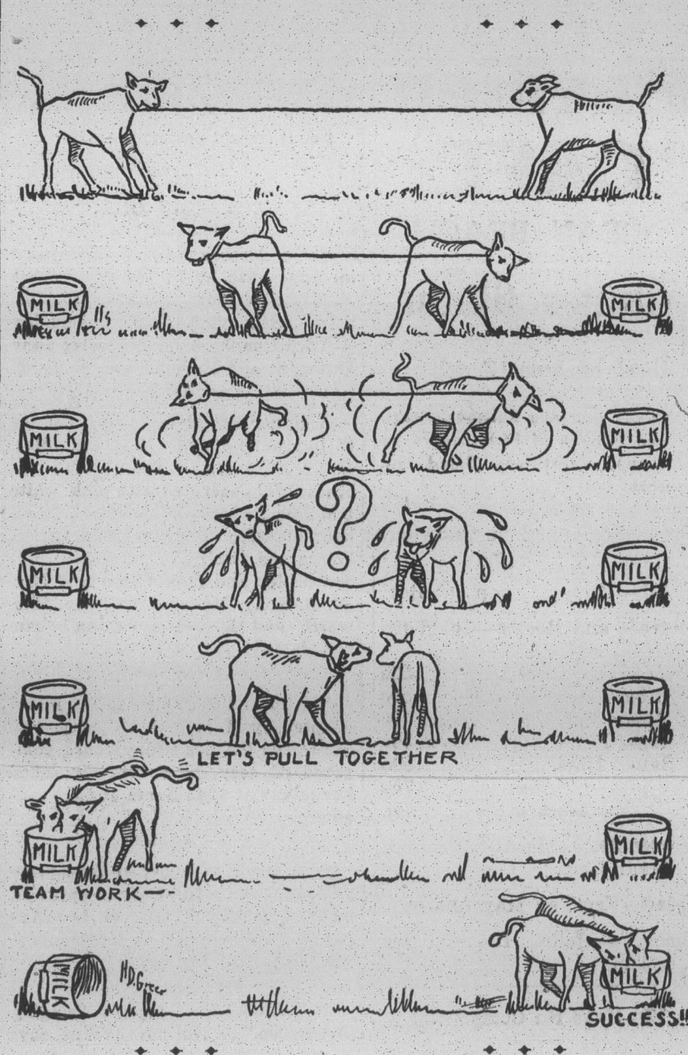
Gents' $2.25 Silk Striped SHIRTS —all sizes, $2.00.

NO PAVING IN FRONT OF SCHOOLS

The council has officially taken the attitude that it is not right for the council to provide funds for paving in front of school property, although this has been done in past years. The school board was notified that it should make provision in its next annual budget for paving in front of the schools.

An Object Lesson in "Co-Operation"

A Timely Watchword



This striking cartoon of the happy outcome of co-operation is published through the courtesy of Editor "Bunny" Murray of the East San Diego "News," the picture appearing recently in a conspicuous position on the front page of that progressive paper.

SPECIAL SALE — Next week, six FREE PRINTS given with each photo album purchased at FROIDE'S Photo Finishing Co., opposite post-office. Preserve your prints.

PROPOSED NEW HUNTING AND FISHING ORDINANCE REFERRED

The proposed ordinance revising hunting and fishing permit charges at the city reservoirs was presented to the city council this week, discussed briefly and then referred to conference for a number of changes.

It is now proposed that all persons taking out permits at the reservoirs be required to register and wear a number attached to their coats, so that any violations of rules may be quickly detected and the guilty ones punished.

Webb Toms, fish and game warden, announced that he is much in favor of the ordinance reducing the rates.

GOOD MAN RETAINED

Stanley Hale, a well and favorably known publicity man, has been re-appointed to the civil service commission to succeed himself, his term on that board having expired. The appointment was made by the mayor, and confirmed by the council. Mr. Hale has been a member of the board for a number of years.

Give positive proof of your civic pride by publishing your name and business in your "community paper."

Kindly mention The Beach News

THE NEWPORT SHOPPE

Specials for Saturday Only—Sixty cent TISSUE GINGHAM at 50c per yard. Do not confuse these prices with inferior quality.

CITY POWERLESS TO REIMBURSE NAVAL STATION DONORS

Replying to a request from the Chamber of Commerce that the council meet with that body to arrange some plan by which subscribers to the purchase of the naval training station site at Loma Portal can be reimbursed, members of the council expressed the view this week that the city is powerless to contribute any such money. The councilmen said the city attorney had on several occasions verbally informed the council that the city had no authority to appropriate funds for such use. A written opinion is to be submitted by the city attorney.

SCIOT FISHERMEN!

When you're making up your schedule for the big picnic at Mission Beach next Sunday, don't forget to include "Jack" Neumont's Bait House at the Ocean Beach end of the inlet bridge as the place to get your tackle and bait. Every Sciot knows "Jack" will treat 'em right.

Our advertising columns form a public directory of the business at the Beaches. Is your business card among the missing?

VOCATIONAL

FRED RHODES GETS ANOTHER JOB CONTROLLING WATER

F. A. Rhodes, city manager of operations, is to be the commanding power back of the municipal water impounding system. The council took this attitude last Monday when a letter from H. N. Savage, hydraulic engineer, asking that the city proceed with preliminaries for the construction of the new conduit from Lower Otay dam was referred by the council to Rhodes for an opinion.

At the last election the voters abolished the water commission, giving the council and city manager control of the impounding system. H. N. Savage, hydraulic engineer, has remained in the city's employ, but, according to the council's action of last Monday, must henceforth report to Manager Rhodes and act under the manager's instructions, the council, of course, being the higher authority in all matters.

BERT W. WENRICH

Across from the Merry-go-Round Is offering that pretty cottage at 4979 Muir Ave., at only $1,650. You couldn't build it today at the price.

INTENSIVE FARMING IN OCEAN BEACH

Anyone who has occasion to visit Fred Locke's chicken ranch on upper Voltaire street, will be most agreeably surprised to see what can be accomplished on four lots with untiring industry and intensive farming methods. Mr. Locke certainly does not allow any dirt to grow under his feet. Besides raising several hundred chickens he cultivates an admirable truck garden and flowers galore, having everything arranged conveniently to save labor and secure a wonderful productiveness from the soil on his well kept place.

"WHERE THE PAVEMENT ENDS"

Rex Ingram's famous masterpiece, "Where the Pavement Eends," has been booked by Manager Ericsson as the big special feature at the Ocean Theatre for next Wednesday and Thursday. Colloquially speaking, it bids fair to be a "knockout." It's the best Ingram picture since the wonderful "Four Horsemen." Another thriller is "Trailing African Wild Animals," booked for tomorrow (Saturday), with "Shadows" to follow on Sunday, presented by a big special cast.

A Scene from "WHERE THE PAVEMENT ENDS"

THE NEWPORT SHOPPE

Special Price for Saturday only—Men's big Yank Khaki-color SHIRTS for $1.15.

P. T. A. MEETING

The last regular meeting of the Ocean Beach P. T. A. will be held Friday, June 22. A program will be given by the 1A, 1B and kindergarten classes, followed by a business session and the election of officers. All parents urged to come.

SPEND YOUR DIMES AND DOLLARS AT HOME

BLAZES

WARNING ISSUED REGARDING DANGER FROM BRUSH FIRE

Chief Louis Almgren, of the San Diego Fire Department has issued a warning regarding the danger of fire from brush, rubbish and grass. This danger increases daily as the vegetation becomes more dry and the chief gives a few simple rules for removing the menace and protecting property.

"All premises should be cleaned of weeds, grass and rubbish, is the advice of the fire department. There have been more fires caused by grass and rubbish this year than ever before, there having been 68 such fires during the month of May and in a number of cases there were narrow escapes from damage to property.

"Many lots remain uncleaned and they present a very untidy appearance in addition to being a fire menace. Visitors from out of town have been heard to comment unfavorably upon uncleanliness of vacant lots in San Diego in comparison with other cities.

"Although amendments to charter was voted at last election giving the city power to clean vacant lots and place charges against the property owner the fire department is without authority to compel this to be done. For their own safety, however, property owners are advised to clean weeds away from all inflammable structures.

"This should be done at times when there is little or no wind; morning is best; and after cleaning close to buildings grass should be set on fire. Wet sacks or garden hose to be kept close at hand in case fire spreads too fast. If fire gets out of control do not hesitate to call the fire department.

"Persons burning off lots should remember that the courts have ruled that they are responsible for damage to property of others caused by fire which they have started."

FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department

Phone 622-44

O. B. DRY GOODS

Special for Saturday only, 32 in. RENFREW GINGHAM at 28c per yard. Regular price 35c. Misses' Silk Ribbed ¾-SOCKS, in brown, black and white, Sale price 65c; per pair

O. B. DRY GOODS

PAVILION CAFE POPULAR RESORT IN BENBOUGH BUILDING

The stamp of popular approval has been indelibly placed upon the new Pavilion Cafe adjoining the "Garden of Eden" in the Benbough building at Ocean Beach. As outlined in detail in another column, the splendidly arranged menu includes relishes, soup, a choice of fish, meats or chicken, vegetables, salads and dessert with the customary drinkables, and all at a reasonable figure.

For terpsichorean enjoyment the spacious well-ventilated dancing pavilion affords the best of facilities, with an extra fine augmented orchestra.

FISHERMEN, ATTENTION—Get your bait and tackle at JACK'S place near the bridge. Phone Point Loma 6.

A SLIGHT BLAZE

A blaze in a pile of rubbish on Breeze street during Wednesday night called forth the O. B. fire department and caused a deal of speculation that the Benbough building was endangered. The fire was easily extinguished with no damage of consequence.

Pacific Beach

MRS. LUCY WOODWARD
Authorized Representative For
PACIFIC BEACH
Phone Pacific Beach 471
1739 Hornblend Street
Pacific Beach

Pacific Beach subscribers are kindly requested to ask for their paper every Saturday at the postoffice, as copies are duly mailed to everyone and unless called for will probably remain undelivered.

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SUMMER OUTING OF THE P. B. READING CLUB

The summer outing of the reading club was held Thursday in the "Forest Primeval." After a short business meeting the continuation of the election of officers which was held over from the previous meeting was taken up and concluded by the election of Mrs. Margaret Richert as president and Mrs. Alice Hodge as corresponding secretary. The members were then conducted past the Leaning Tower of Pisa, to the Botanical Garden and Aquariaum and on through the spacious Shively Park. On their return, began the various stunts conducted by Mrs. Hodge and carried out by two picked teams led by Mrs. Will Lane and Mrs. Shiveley. In the first event "high jump" entries Mesdames Shiveley, Hansen, Brooks and Lehner, Mrs. Shiveley was adjudged winner. The next, "putting the shot," Mrs. Pike. The "relay race" in which all members of both teams contested was easily won by Mrs. Shiveley's team. The "obstacle race" entries, Mesdames Gleason, Henry Churchman, Woodward and Miss Parker, was won by the latter, and the final event, "half mile dash," entries Mesdames Durham, Clark, McCusker and Warren was easily won by Mrs. Clark. After consultation and counting of points, Mrs. Shiveley's team was decided to bethe winner of the "loving cup" presented to her with all due ceremony by Mrs. Hodge, mistress of ceremonies, and later handed for safe keeping to Mrs. Woodward, chairman of the board of trustes. A most enjoyable occasion ended with refreshments served by the social committee.

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CHURCH NEWS

Sunday was Children's day and the exercises "The Children's Friend" began at 10:30. After the responsive reading came various recitations and songs by the primary department, showing much care and training by Mrs. McCusker, Mrs. Rogers and Mrs. Warren. Then Mrs. Anderson's class of seven little girls who, without a mistake, recited the books of the Old Testament, ten commandments, Sermon on the Mount, and the 23rd Psalm. A challenge was given for anyone in the congregation to do better, but no one was able to accept it. Next followed a playlet, "How the Sunday School came to Lone Creek," by ten of the older pupils, trained by Mrs. Pfaus—well carried out and carrying an earnest appeal for assistance in sending the light of the Gospel to those yet in darkness. Rev. John W. Millais' sermon was especially prepared for the little folks, first of all explaining to them the difference between "head," "hand" and "heart" money, and then showing them in miniature, all the benefits to come out of the little contribution school houses in exchange for the pennies they had put in. The children showed a great interest and understanding of his talk. The decorations were especially pretty and appropriate, in charge of Mrs. Millar and Mrs. Warren.

The C. E. society met Sunday evening. The subject, "Lessons from every day objects," in charge of George Evans. The monthly teachers' conference was held at the home of Mrs. John L. Davis, Jr., Thursday.

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PERSONAL MENTION

Mrs. Millar left Tuesday, first visiting her sisters, the Misses Amerman at Long Beach, then attending the graduation exercises from Occidental College of her daughter, Miss Helen, and later visiting her son, Peter and family, at Glendora.

Little Virginia Martin has almost recovered from the painful accident of a week ago when she sustained a badly cut face.

Mr. Chris Ferguson, of East San Diego, was a week-end guest of Mr. and Mrs. Robt. Henderson.

Mr. Harris' oil station was broken into last week. Fortunately, however, the robber only succeeded in taking some spark plugs and a few cigarets.

DANCE FROLIC BY THE COMMUNITY LEAGUE

Don't forget the dance-frolic Saturday evening in the Club House, $1 a couple, and the proceeds are to go towards street signs and other public improvements.

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PERSONAL MENTION

Roberta Durham, Dorothea and Lucy Lawrence, Margaret Kress, June Clarkson, Evelyn Moody, Agnes Henderson, comprising the R. P. G. club, chaperoned by Mrs. Durham, went for a hike Saturday, ending up with a night camping out in the wilds of the foothills. They report a splendid time, and that all that molested them was some investigating and predatory skunks.

Mr. Brewer, who has been spending the last month in his little home on Hornblend Ave., left Saturday for the Old Soldiers' Home at Sawtelle. He has traded his property with D. Adams for a ranch in Florida. D. Adams plans to improve the Hornblend lots shortly.

A little new daughter has arrived in the home of Mr. and Mrs. Moreno in Rose Canyon.

Mr. George Jones of Encinitas, who has recently bought ten lots near Mr. Richerts', has been staying with them for a few days and is now on an auto trip to Imperial Valley with Mr. Richert.

Capt. Worthing, who has been visiting in Pacific Beach for a couple of weeks has left by auto for Hanford, Tulare Co., where he will stay for awhile.

Roy Richert, who has been at Corvallis University, is one of our home coming young folks.

Mrs. Pollock has gone to Los Angeles to attend the United Presbyterian Missionary Conference expecting to meet there some old friends from her previous home in Oklahoma.

Mr. and Mrs. Hemons, who recently bought the Carter house, have moved in.

Mr. Brooks reports the sale of five lots near Mr. Keeland's residence to Mr. and Mrs. I. A. Longmore, who plan to biuld at once.

Friends of Mr. Pease, who, when he was living in Pacific Beach, used to enjoy his unfailing cheerfulness and agreable personality, will regret to learn that he passed away Sunday. His daughter, Mary Ada, and son, Rodney, were with him, Mrs. Pease not having yet returned from the south, where she has been on business for several months.

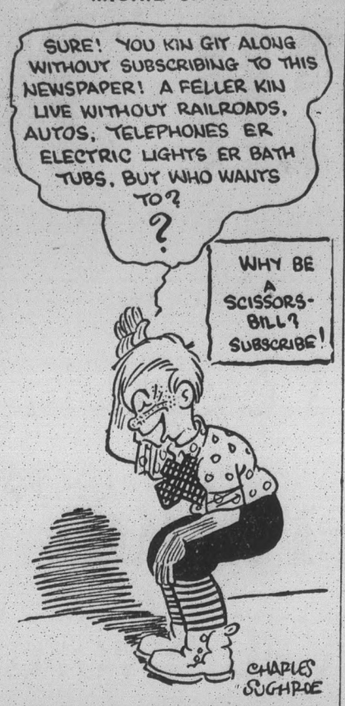
Ralph Richert went by auto to Los Angeles Tuesday.

Mrs. Fred Williams has rented her house, next to Mrs. Parker's to Rev. Chas. Barnes, of San Diego, who, with his family, plans to spend the summer there.

Mr. Goode is improving his place by the addition of a new garage.

Mrs. W. G. Barnes entertained Edwin Churchman, Carlyle Van Patten and Jarvis Wallen to dinner Monday in honor of her son Jack's eighteenth birthday.

MICKIE SAYS—


SURE! YOU KIN GIT ALONG WITHOUT SUBSCRIBING TO THIS NEWSPAPER! A FELLER KIN LIVE WITHOUT RAILROADS, AUTOS, TELEPHONES ER ELECTRIC LIGHTS ER BATH TUBS, BUT WHO WANTS TO?
?
WHY BE A SCISSORS-BILL? SUBSCRIBE!
CHARLES SUGHROE

Pavilion CAFE

OCEAN BEACH

Dinner Menu

◆ ◆ ◆

Week of June 17, 1923

Dinner includes Relishes, Soup, Entree (choice of Fish, Meats, or Chicken), Vegetables, Salad and Dessert.

Soup—Tomato, Clam Chowder, Cream of Chicken.

Relish—Olives, Canapa of Beef

Entrees and Roasts—Spaghetti Italianne.

Fried Sea Bass	50c
Roast Beef au Jus	50c
Roast Veal and Dressing	50c
Roast Pork, Apple Sauce	50c
Baked Ham	50c
Chicken Fricassee	75c
Roast Chicken	75c

Vegetables — Mashed Potatoes, Sugar Corn.

Salad—Fruit en Mayonnaise.

Dessert — Jello, Pie or Ice Cream.

We Have No Competiton

Service That Satisfies

If your business isn't worth advertising—quit your business.

INVESTMENTS

BEST ON THE MARKET—BOTH DUN AND BRADSTREET RATING A A 1

Non assessable, no salaries, no debts, no taxes. Certificates with monthly coupons attached. Has not failed to pay over twelve per cent for the last thirteen years. Money returned on request. Business is done through the banks. Look into this with D. C. CROSBY, 4930 Muir Avenue, Ocean Beach.

L. RAUN-LINDE PHONE 632-18

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1240 Fifth Street San Diego
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S. BJARNASON
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OCEAN BEACH
Furniture
Delivered at the
BEACH DAILY

"WHY DID JESUS COME TO EARTH?"

To Give Us the One Thing We Are All Seeking

WHAT IS IT?

FREE LECTURE By M. L. LINDEM

Benbough's Ocean Beach Pavilion
1:30 p. m., Sunday, June 10th

The AMERICAN LAUNDRY

Formerly Ocean Beach Laundry

P. C. LANDGRAF and N. OLSON, Proprietors

Previous Patronage Respectfully Solicited

Satisfactory Service Guaranteed to New and Old Customers

Ocean Beach Candy Kitchen

A. DEMOS, Proprietor

5006 Newport Ave. (formerly Postoffice building)

FRESH HOME-MADE CANDIES

The Beach Is Growing BIGGER, BETTER AND BUSIER

Katherine's Kollum

By MRS. KIRK SMITH Phone, Point Loma 17.

OCEAN BEACH THE BEACH OF BEACHES

By MRS. CORA B. FAFTY

In my little brown house by the ocean,
Though it's only a shack on the sand;
There I sit and watch the sea's motion,
And try and forget all I can.

For the world is in such a commotion,
No place I can say that I crave;
But I find Ocean Beach a solution,
For many an untimely grave.

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THREE IN ONE

Three birthdays were celebrated on June 10th at Del Monte avenue and Eber street, by three cousins, whose birthdays fall on the same day—Alice Cunningham, 10 years; June Evans, 8; and Marjorie Lou Kelly, 2.

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A dinner was given at the home of their grandparents, Mr. and Mrs. Geo. Ellsworth. The table was beautifully decorated with pink, white and blue flowers and candles. Those present were Mr. and Mrs. W. J. Evans and family, Mr. and Mrs. Milton Kelley and family, Mr. and Mrs. W. B. Kelly, Mr. and Mrs. Geo. Ellsworth and Mrs. Amy Cunningham and family.

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"Clean and Sanitary" is the motto adopted by Mrs. Cora B. Tafty, who has leased the Los Nidos Court, composed of cozy, home-like, furnished bungalows at 4944 Santa Monica avenue.

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O. F. Davis, manager of the merry-go-round, and a full-fledged optimist, made a mid-week trip to Los Angeles for further radium treatment at the Onological Institute.

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J. T. Smith, the popular "singing shoemaker," on Newport avenue, says he will let the public and his many friends know all about his new line of shoes in the next week's issue of **The Beach News.** Watch for it.

◆ ◆ ◆

Dr. Frank J. Ratty, our popular physician and skilled surgeon, has removed his family residence from Saratoga avenue to his elegant, newly built home at 4820 Cape May avenue.

Mrs. Harold Finney and son are spending a few days with her sister, Mrs. Donald J. Spencer on Narragansett avenue.

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L. F. Brown, of the Brown Novelty Co., is bulding large well lighted workrooms for the manufacture of novelties in leather goods, at 4926 Saratoga avenue, adjoining his residence. Mr. Brown is making preparations to open his new store on Newport avenue at an early date.

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Mr. and Mrs. W. Tucker, of Long Beach, were dinner guests last week of Mrs. Edith Creed and her brother Charles Cundell at their home on Bacon stret. Mr. and Mrs. Tucker recently returned from an extended motor trip throughout Europe, including a tour of the world war zone.

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Mr. and Mrs. J. P. Van Houten of 4817 Saratoga avenue, were very pleasantly surprised last Wednesday, by the arrival of Mr. and Mrs. Floyd Kennedy, who motored down from Tacoma, Wash. Mr. and Mrs. Kennedy are old time friends of the Van Houten family and their visit proved highly enjoyable.

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Mrs. Anna E. Wise, an Ocean Beachite and a former police matron, filed a petition last Monday with the city council asking that her name be placed on the pension list of the police department. Mrs. Wise asserts that she was injured while in the employ of the police department, and never has fully recovered from these injuries. The council referred the application to the city attorney for a report. Mrs. Wise served from 1915 to 1919.

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Mr. and Mrs. H. A. Lyman of 4921 Cape May avenue, have returned from Long Beach, where they visited their daughter and son-in-law, Mr. and Mrs. H. W. Donaldson, Jr., and while they were there, Mrs. Donaldson also entertained Mrs. Edith Henry of Los Angeles, and Homer Lyman of Alhambra. They all had a most enjoyable time.

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Mrs. C. F. Miller has returned from the hospital and she and her husband are staying with Mrs. Florence Starley at 5087 Narragansett avenue, Cottage 3.

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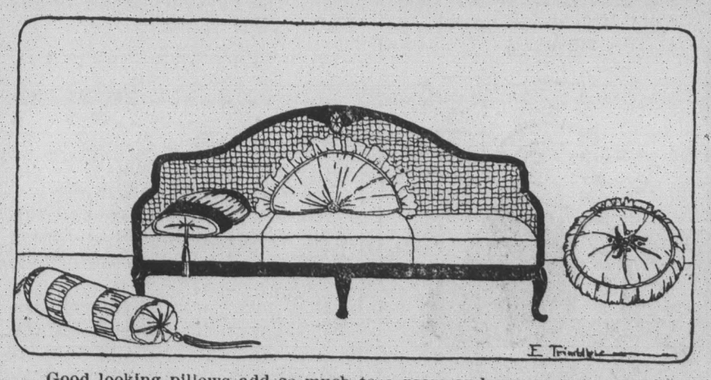
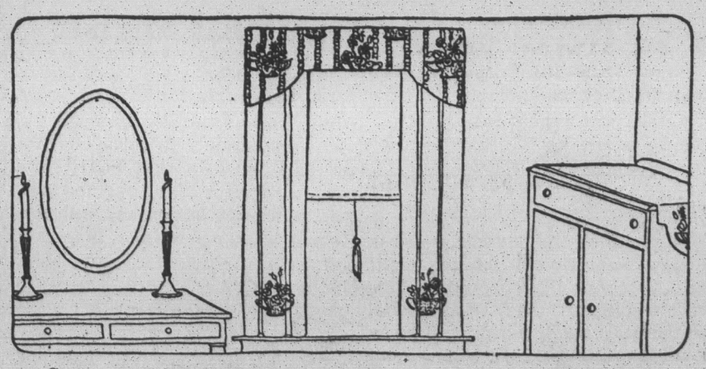
Mrs. Sweet and son of Kansas City, arrived last Tuesday, to remain for the summer at the Los Nidos court, 4944 Santa Monica avenue.

PILLOWS ADD TO THE LOOKS OF THE ROOM



Good looking pillows add so much to a room and are so easy to make if one has a little patience. The pillow on the floor at the left is made of alternating bands of velvet and shirred silk with long tassels at each end. At the left on the couch is a pillow of black velvet and brocaded ribbon in peacock blues and greens. A half round pillow of rose taffeta is shirred and corded by way of trimming and on the floor at the right is a cushion of apricot crepe with a cluster of French flowers in pastel shades in the center.

CRETONNE FOR THE BEDROOM DECORATION



Cretonne, with a basket pattern, furnishes the keynote for this bedroom. The valance over the windows is made of the cretonne and the baskets are cut from the material and pasted on to the blue rep which forms the side drapes. Blue candles in mahogany candlesticks and mahogany furniture carry out the plan. The scarfs for the dressing table and chifforobe are of blue rep with an appliqued basket at either end.

if it's in the line of Printing

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OCEAN BEACH OFFICE
5026 Newport Ave., Next to Postoffice
Phone: Point Loma 92

hone Point Loma 46-J Sunset Cliffs
Crags Apartments
Delmar Ave. 1 Block W. Paved Highway
Two Blocks South from O. B. Car Ter.
Every Apartment Gives Hill and Ocean Exposure. Complete Equipment Included in Rates.

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Chas. H. Peltcher, Prop.
Repair Work, Contracting, Estimates
5068 NIAGARA AVENUE
Bath Tubs and Heaters, Plumbers' Supplies

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DR. F. J. RATTY
PHYSICIAN and SURGEON
Res., 4820 Cape May Avenue,
Office, 5024 Newport Ave.

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Enlargements—Copy Work and Coloring
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Ocean ("Keep Boosting") Beach

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PASSMORE'S
Bird and Toy Store
1166 Sixth St. Bet. B and C
Gold Fish and Aquariums
Bird, Dog and Cat Remedies
St. Andreasburg Canaries.
SAN DIEGO'S OLDEST BIRD STORE

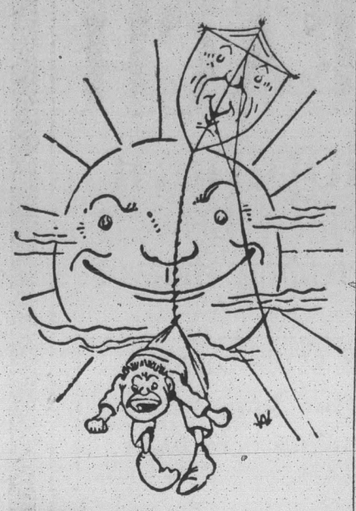
SUNSET CREST
(Highest Point of Sunset Cliffs)
CHAS. M. WHEELER, Prop.
Cable St. and Orchard Ave.
Beautiful Cement Bungalows, four rooms with bath, completely furnished $45 to $50 and Up Per Month.
Fireproof Garages

STILES
We Specialize In
Vegetable and Flower Seeds
Poultry and Bee Supplies.
630 E STREET SAN DIEGO

LOS ANGELES — Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif. Phone South 5294-W.

A WORD ABOUT PRINTING

The job printing department of the **Beach News** does **NOT** make any charge for estimating on printing of any description and your orders would be highly appreciated. Phone Point Loma 17.



Mister National Advertiser:

It's of value to you to know that **The Beach News** is read **FIFTY-TWO TIMES A YEAR** by bona-fide **Paid Subscribers** in from one to fifteen cities in each of the following **THIRTY-THREE States and THREE Foreign Countries,** now listed on our Subscription Books—Open to All:

Alabama
Alaska
Arizona
Canada
California
Colorado
Connecticutt
District of Columbia
Florida
Idaho
Illinois
Iowa
Kansas
Kentucky
Massachusetts
Mexico
Minnesota
Mississippi
Missouri
Montana
Nebraska
New Jersey
New Mexico
New York
North Carolina
North Dakota
Nova Scotia
Ohio
Pennsylvania
South Carolina
South Dakota
Texas
Virginia
Washington
Wisconsin
Wyoming

Mister Community Business Man:

It's a highly delightful fact that **The Beach News** has become a real household necessity every week-end in the homes of all the progressive people living in

OCEAN BEACH
MISSION BEACH
PACIFIC BEACH
and the entire
POINT LOMA PENINSULA

BOOST Your Business with an "ad" in **The Beach News**, telling 'em who and where you are, and what you have to offer for their patronage. CO-OPERATE!

Phone to us
Write to us
Call to see us.

Phone, Point Loma 17

THE BEACH NEWS

is your friend.

Let's get neighborly!

Kindly mention **The Beach News** in your dealings with the patrons of our advertising columns.

OCEAN THEATRE

COMING SATURDAY
"TRAILING AFRICAN WILD ANIMALS
STAN LAUREL
—in—
"MUD AND SAND"
Admission 15c and 20c

COMING SUNDAY
LON CHANEY AND A BIG SPECIAL CAST
—in—
"SHADOWS"
Admission 15c and 20c

SPECIAL
Wednesday and Thursday
Rex Ingram's
"WHERE THE PAVEMENT ENDS"
His Best Since the "Four Horsemen."
DON'T MISS IT
ADMISSION 15c and 30c
Come early—doors open at 7:15

OCEAN BEACH NURSERY
Bermuda Avenue "On the Hill"
Nice KONTIA PALMS at 50c
ROSES, MARGUERITES
and Other Seasonable Plants
DONALD CAMERON, Prop.
OCEAN BEACH CAL.

Phone Point Loma 49
Ocean Beach Lumber Company
H. H. REID & SON, Proprietors
5050 Newport Avenue
Lumber, Cement, Roofing Paper, Paints, Hardware and Household Supplies
Lumber Estimates Cheerfully Given

T. J. ELLIS
Painting Contractor
Carpentering
ESTIMATES FREE
4811 BRIGHTON AVENUE
Box 1061 Ocean Beach, Calif.

DAILY TRIPS TO SAN DIEGO AND POINT LOMA
REID TRANSFER
1885 Bacon Street, Ocean Beach, Calif.
FREIGHT BAGGAGE JOBBING MOVING
STORAGE
FEED, FUEL and HARDWARE
Residence Phone Point Loma 125-J
Office Phone Point Loma 136

FRED KENNER
DESIGNER and BUILDER
ESTIMATES AND PLANS FURNISHED
4987 Newport Ave., Ocean Beach

C. TOWNSEND BROWN
The Best Art Service For the Money
Commercial Designs
Posters, Signs
Showcards
Birdseye Views
5050 NIAGARA AVENUE
Ocean Beach California

Dr. Earl L. Chappell
CHIROPRACTOR
Phones 663-21 San Diego, Cal.
221 OWL DRUG BLDG.

Comfortable 4-room bungalow with bath, fireplace; one-room cottage rear. small amount of furniture; lot 50x140 fenced. Santa Monica avenue.
$2,300
AGNES G. ELLS
5006 Niagara Avenue Pt. Loma 46-W
Notary Rentals

SAN DIEGO
Army and Navy Academy
Prep for College, West Point and Annapolis—Enjoys University of California's Highest Scholastic Rating.
THOROUGH MILITARY INSTRUCTION
CHRISTIAN INFLUENCES
LAND AND AQUATIC SPORTS
ENTIRE YEAR
Located on Ocean
Summer Session July 1 to September 1
Phone, Pacific Beach 172
CAPT. THOMAS A. DAVIS, Pres.

YOU'RE READING THIS. And so are thousands of other good people, who would also see YOUR business announcement if placed here.

THE BEACH NEWS

AN INDEPENDENT PAPER
Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
4829 Saratoga Avenue, Ocean Beach, California
Phone Point Loma 17

KIRK SMITH ..... Editor-Owner
KATHERINE SMITH ... Sec'y.-Treas.

2 ... 7

Subscription Price, 75 cents a year.
Outside the county, $1.00 yearly.
IN ADVANCE
Single Copies ..... 5 Cents
Advertising Rates Upon Application
Local Readers, 15 Cents a Line, Averaging Six Words to a Line

"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

FRIDAY, June 15, 1923

THE BEACH NEWS is on sale regularly at the STATION NEWS STAND, Niagara avenue and Bacon street, and at FROIDE'S PHOTO STUDIO, Newport avenue, opp. the postoffice.

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

TO NEWS CONTRIBUTORS

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

WELCOME WORDS OF THANKS

In behalf of Heintzelman W. R. C. No. 1, I would like to most heartily thank you for your aid in the Memorial day work. Sincerely yours,
MARY D. TAYLOR, Secretary.

TIMELY TALK
ABOUT CARE AND TREATMENT OF TIRES

The motorist today buys tires with the idea of receiving a certain mileage irrespective of the kind of treatment he gives them, according to Henry Eulberg, of the Ocean Beach Garage and the Goodrich dealer here. Should his tires go over the mileage he has in mond, then the tires are unusually good tires; should they deliver a smaller mileage, they are unusually poor tires. The element of his own treatment and care never once enters into his consideration.

The tire user can, by his own care, extend the service of his equipment considerably beyond the point of fixed mileage and at the same time overcome most of the annoyances of service interruptions. A proper regard for the ordinary rules of tire care, such as proper inflation, proper wheel alignment, and the correct application of chains, will considerably lengthen the average life of a tire in service. In a word, a little care and attention to tires brings its rekard in the economy resulting from increased service.

POSTOFFICE SCHEDULE
(H. K. Rankin, Postmaster)

Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

The Ocean Beach Chamber of Commerce

Regular Business Meeting Every First and Third Monday at the Ocean Theatre.
F. B. HARRISON, Secretary.

TURN ME OVER

Huh! Just hustling business for his wife—she takes in washing!
How can you say Chopes is lazy? I see him sprinting around town all the time!

CLASSIFIED ADS

ONLY A DIME A LINE
TERMS CASH
Rates, 10 cents per line, averaging six words to a line. No advertisement for less than 30 cents, all payable in Advance

FOR SALE—R. I. R. Hens, dressed, 40c lb.; fresh eggs, goat's milk, blackberries for canning. "WOODMERE," 4729 Cape May Ave., O. B. Phone Pt. Loma 206-J.

FOR SALE—On account of leaving will sell the following articles very reasonable: Blue Bird cabinet phonograph, $35; Singer drop-head sewing machine, $12; mahogany floor lamp, including silk shade, $12.50; raffia table and chair, both $12.50. 1661 Bacon street.

FOR SALE—Beautiful view lot, 150x100, on Rosecrans street in La Playa, easy terms. FRED LOCKE, P. O. Box 490, Ocean Beach.

FOR SALE—30 White Leghorn, tancred strain, good laying stock, $1 each. 4736 Voltaire street, Ocean Beach.

YOUNG GIRL, 16 years old, would like to assist in home, trustworthy with children. 508 Narragansett avenue.

FOR RENT—Completely furnished new 4-room modern plastered bungalow, two bedrooms, garage. Phone Point Loma 46-W.

FOR RENT—3 room furnished apt., quiet, clean; moderate price. 5028 Muir Ave. Phone Point Loma 231-W.

FOR RENT—Good piano, $5.00 per month. Also sewing machine, $4 per month. MRS. L. HOOVER, 5062 Narragansett avenue.

FOR RENT—Furnished 5-room bungalow, sun porch, all modern conveniences. 4932 Del Mar avenue. Phone Pt. Loma 327-M.

FOR SALE—Patented SURF COASTERS, made expressly for this kind of surf, $3.50. BATH HOUSE, O. B. Dance Pavilion.

YOU WILL WANT TO EAT MORE
HARVEST BREAD

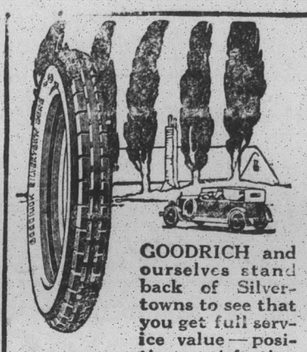
MAKE

YOUR DAILY BREAD

Order from Your Grocer

CLASSIFIED ADS GET QUICK RESULTS

It's Not Far to a FABER Store
The Little Cash Grocery Faber's Cash & Carry No. 3
5021 Newport Ave. Pt. Loma 129 2119 Bacon St. Phone Pt Loma 248
It Will Pay You to Think This Over
The Grocer Man who makes the most sales sells at the Lowest Prices.
Every Store Has certain fixed overhead expenses each month. Those expenses must be included in prices charged for goods. Our sales are *Very Large*; our profits are *Very Small.*
Volume and Value in all Foodstuffs.
It's Not Far to a FABER Store


GOODRICH and ourselves stand back of Silvertowns to see that you get full service value—positive satisfaction assured!
Best in the Long Run
Ocean Beach Garage
Henry Eulberg, Prop.
4868 Newport Street
Goodrich Silvertown Cord Tire

The KITCHEN CABINET

(©, 1923, Western Newspaper Union.)

There's a gift of God
In the furrowed sod
If labor's share ye do,
For the seed ye sov
Shall be multiplied
By the sunshine, rain and dew,
And for sweat and toil
That ye give the soil
Tenfold shall return to you.

WAYS WITH MEAT

Ham if properly smoked and prepared from young well-fed pork is one of the most appetizing of meats.

Grilled Sugared Ham.—Slice cold boiled or baked ham as for the table. Cut off most of the fat and fry out in a frying pan. Rub both sides of each slice plentifully with mustard, then with brown sugar. Fry in the ham fat until the sugar is melted and the ham nicely browned. Remove to a hot platter and garnish with sprigs of watercress.

Lamb Chops With Pork.—Remove the fat and bone from six chops cut two inches thick. Wrap around each a thin slice of fat salt or fresh pork, overlapping and fastening well with a toothpick. Place on a greased broiler and cook until the meat is well done. Season with salt and pepper, spread with butter and let stand in a hot oven for three minutes. Remove to a hot platter, garnish with parsley and serve.

Hot Ham Sandwiches.—Chop some cold boiled or baked ham, mix with enough creamed butter to form a paste and season with mustard and paprika. Spread on bread which has been buttered and press together. Beat an egg slightly, add one-half cupful of milk and a little salt. Dip the sandwiches and fry in butter until brown.

Veal Birds.—Take veal steak, cut one-fourth-inch thick from the leg. Cut into pieces 2 by 4 inches. Lay on a piece of salt pork, roll and fasten with a toothpick. Brown in pork fat, season with salt and pepper. Put into a baking dish and cover with rich milk; bake in a slow oven for an hour and a half. Serve with the gravy slightly thickened in the pan. If the meat is rolled in seasoned flour before browning the gravy will be thickened by the time the meat is cooked.

Such vegetables as raw carrots, cabbage and green leaves are rich in vitamines.

Nellie Maxwell

Where Up Is Down.

A couple of young Englishmen were trying to write a southern song to fit a vaudeville act for America.

"Now we mustn't foozle like Algy," declared one. "He wrote a song entitled 'Away Down South in Oregon,' and Oregon isn't down south at all."

The next day one of them met an American in the grill and asked him what state he hailed from.

"I came from down in Maine."

"Down in Maine?" was asked.

"Down in Maine," the other insisted.

Immediately the youngster bawled to his partner in the lobby: "Hi, there, Percy, I've got our location for a southern song."

Brophyisms

(Delayed until next week)

Church News

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH
Rev. Rolla E. Brown, Pastor
Residence, 4802 Coronado avenue.

Supndays—Worship and preaching at 11 a. m. and 7:30 p. m.; Bible school, graded for all ages at 9:45 a. m.; Young People's Union at 6:30 p. m.

Wednesdays—Service of prayer, praise and conference at 7:30 p. m. The public is cordially invited to attend any or all of these meetings.

UNION CONGREGATIONAL CHURCH
Rev. Frederic J. Stoetzel, Pastor

Church school at 9:45.
Morning worship at 11.
Sermon subject, "Christ in Us."

CATHOLIC CHURCH
(Corner Defoe Street and Santa Monica Avenue)
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.

Week Days—Service at 8:00 a. m.

At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

TRINITY MISSION EPISCOPAL
REV. ARTHUR C. DODD, IN CHARGE

Sunday school at 9:45 a. m.
Morning service at 11.
Sunday school and morning service held at 5006 Niagara avenue.

HOME LAUNDRY
4721 Newport Ave., Ocean Beach
NO CHEMICALS USED—
SUN DRIED
Your patronage solicited and satisfaction guaranteed.

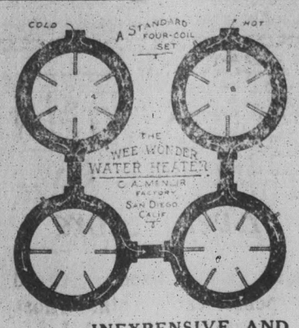
Phone: Point Loma 10-J
LOS NIDOS COURT
Under New Management
Clean, Completely Furnished Bungalows. Monthly rates $25.
4944 Santa Monica avenue.

ANNOUNCEMENT

The subscription price to **The Beach News** is 75 cents a year anywhere in San Diego county and one dollar a year outside of the county. The paper is issued at noon every Friday and immediately placed in the mails for local and long distance distribution, besides being placed on sale at the Station Newstand, Bacon street and Niagara avenue; Froide's Photo Studio, on Newport avenue, and at the office of publication, 4829 Saratoga avenue, Ocean Beach.

Are you a Beach booster as reflected by our advertising columns? A small business card costs you only six-bits a week. Big display at reasonable rates.

SELL IT in our Classified Ads for only a dime a line, cash rates.



INEXPENSIVE AND SIMPLE TO INSTALL

Keep Your Wife In Hot Water

By placing our HOT WATER COILS under the grates that come on your gas or oil stoves and connecting them with the water system you can have plenty of HOT WATER FOR HOUSEHOLD PURPOSES—with no extra cost.

AGENTS WANTED in every town and state for splendid paying, clean business. Exclusive territory given. Every customer will be your friend. Write at once for remarkable wholesale offer. Retail price $12.00. Address WEE WONDER WATER HEATER, 764 State Street, San Diego, Calif.

Violet and Gold

The annual registration and charter of the troop was discussed at the Boy Ccout meeting at the Baptist church last Monday night. Edwin Plummer, a former scout of this troop, has come back for the summer. Those present at the meeting were Samuel Lipsett, Edwin Plummer, Walter Varney, Robert Burdette of the Beaver Patrol, and Herald Belmont. Theron Kline, Claus Whyckoff, Roy Brooks, Hugh Greer and Baily Burdette of the Woodpecker Patrol. Tse scoutmaster, Alan Doan, was also present.

OCEAN BEACH
BAIT HOUSE
South End Mission Bay Bridge
JACK NEUMONT, Prop.
Fresh Bait of All Kinds
Fishing Tackle, Boats to Let
CIGARS, TOBACCO, SOFT DRINKS

SUN, MOON AND TIDE

JUNE ALMANAC

	Sun Rises	Sun Sets	Moon Rises	—Tides— High		Low	
15	4:39	6:59	5:54	10.31	3.8	4:09	—0.5
				9:28	6.0	8:12	2.1
16	4:38	6:59	6:47	11:12	3.8	4:43	—0.5
				10.06	5.9	3:51	2.2
17	4:40	7:00	7:44	11:58	3.8	5:21	—0.4
				10:46	5.6	4:32	2.3
18	4:40	7:00	8:44	12.49	3.9	6:04	—0.2
				11:34	5.3	5:27	2.5
19	4:40	7:00	9:45	.....	...	6:52	0.0
				1:44	4.1	6.41	2.6
20	4:40	7:01	10:48	0:34	4.8	7:44	03.
				2:42	4.4	8:14	2.4
21	4:40	7:01	11.51	1:50	4.3	8:42	0.6
			p.m.	3:38	4.8	9:56	2.0
22	4:41	7:01	12:56	3:20	4.0	9:44	0.8
				4:31	5.3	11:16	1.3
23	4:41	7:01	2:02	4:48	3.8	10:14	1.1
				5:20	5.8	.....	...
24	4:41	7:01	3:09	6:05	3.9	0:19	0.6
				6:07	6.3	11:23	1.3
25	4:41	7:01	4:15	7:11	4.1	1:13	—0.1
				6:52	6.6	12:28	1.5
26	4:42	7:02	5:21	8:11	4.2	2:04	—0.7
				7:36	6.9	1:18	1.6
27	4:42	7:02	6:22	9:00	4.3	2:48	—1.0
				8:20	7.0	2:05	1.7
28	4:42	7:02	7:20	9:47	4.4	3:32	—1.1
				9:04	6.8	2:51	1.8
29	4:43	7:02	8:11	10:33	4.4	4:14	—1.0
				9:45	6.5	3:34	1.9
30	4:43	7:02	8:57	11:18	4.4	4:56	—0.3
				10:28	6.1	4:21	2.1

New moon, June 14 at 12:42 p. m.
Sun at summer solstice June 22 at 11:03 a. m. Full moon June 28 at 1:04 p. m.

America's Marvels

NATURAL AND OTHERWISE

By T. T. Maxey

BOSTON COMMON

Boston was founded in 1620 and Boston Common, distinctive and unique among municipal parks or open-air gathering places has been in existence from the very beginning of the community—having been set aside in 1634 as a "place for a trayning field as well as for the feeding of cattell."

The Common occupies approximately fifty acres. In the early days the Charles river bordered on one side. Atop its highest point stands the Army and Navy monument "to the men of Boston who died for their country on land and sea in the war which kept the Union whole, destroyed slavery and maintained the Constitution," occupying the site upon which the British erected a redoubt during the siege of the city in Revolutionary war times. The present pool is of artificial origin. A gigantic elm tree that was old when the Common was laid out, from the limbs of which executions are said to have taken place in early times, was a feature of the landscape until blown down by a storm in 1876.

To remain a fixed institution in progressive America for practically three centuries is an accomplishment extraordinary, yet here is a park—the Common, which has been a common in reality as well as in name since 1634. Its walks and lawns have been enjoyed by rich and poor, old and young, not only by Bostonians, but by citizens of every state in this Union as well as by citizens of practically every country on the face of the earth.

Despite the growth of the town and the pressure to commercialize large open spaces adjacent to the business part of the town, no street car lines have been permitted to encroach on the Common, neither has its size been reduced—the law of 1640 which declares that "There shall be no land granted either for house, plott or garden out of ye ground of common field," having been strictly complied with.

Pleasingly rolling—hill and slope—probably no other open space in America is in more general use, due unquestionably to the large population which resides within reasonable walking distance plus the fact that it is "right here in the center of things and does not need going to."

(©, 1923, Western Newspaper Union.)

GET something you do want for anything you don't want at the small cost of only a dime a line in our Classified Ads, cash rates.

Put "Ocean Beach" plates on your car.

Don't "hide your light under a bushel measure." A business card at small cost in our advertising columns will tell the world and your neighbors that you're alive!

The Beach News is an independent paper in all that the word implies.

When Buying an Auto, Let it be a FORD, and Buy it from

'BERT' SCHNEIDER

who lives in Ocean Beach, who believes in Ocean Beach and who is a booster for Ocean Beach. Whether it is a new or used car "BERT" SCHNEIDER can fill your wants at POWELL'S FORD HEADQUARTERS, First at C Streets. Phone 6700. Res. Phone Pt. Loma 8-R.

MERRY-GO-ROUND

FARE 5c—EVERYBODY

Free Picnic Pavilion with tables to seat 120 people; canvas curtain side next to ocean to keep off wind.
Free light and water to all picknickers.
Night parties should phone Point Loma 65-J to have tables reserved
O. F. DAVIS & SON, Proprietors

The World' Best Water Heater

De LUXE AUTOMATIC

Exterior White—Interior Right.
Sizes to Meet Any Requirements.

OCEAN BEACH PLUMBING CO.

Chas. H. Peltcher, Proprietor.
5068 NIAGARA AVENUE
Phone Pt. Loma 152-J

Sheet Stock, Brass, Copper, Aluminum, Zinc, Tin, Galvanized Iron, Tubing, Brass, Copper

Telephone 613-91
WILEY & COBB
Sheet Metal Works
830 Seventh Street
SAN DIEGO : CALIFORNIA
Residence, Ocean Beach
Phone, Point Loma 311-J

Cornice, Skylights, Gutters, Leaders, Elbows, Heating and Ventilating, Auto Bodies

NEWPORT CAFE
And ICE CREAM PARLOR
Cor. Bacon St. and Newport Ave. HARRY KALLIRIS, Proprietor
Tables Reserved For Ladies
Try Our 50c Lunch
Candies and Ice Cream—Cigars and Cigarettes

THE STAR CAR
$558.75 Here
MAINE GARAGE
Newport Avenue
Phone: Point Loma 382
STORAGE SUPPLIES

THE BEAD SHOP
724 Broadway
Removal Sale With Reduced Prices—All Jewelry and Novelties Will Be Closed Out Entirely Karat Gold Rings Reduced 50% and other jewelry at a greater discount. Amber, jet, ivory and semi-precious stone necklaces, novelty necklaces and beads of all kinds, all reduced. This is the only place in San Diego where you can get the genuine Farina Eau de Cologne, which has stood the test of a century of use.
Just received, large shipment of
EMBROIDERY BEADS, 5c and 6c a bunch.

OCEAN BEACH GARAGE
HENRY EULBERG, Proprietor
BEST EQUIPPED FOR SERVICE
AUTOMOBILE REPAIRING
Authorized FORD and CHEVROLET Service
4868 Newport Avenue PHONE POINT LOMA 77-W
Two Blocks East of Dance Pavilion

Hay, Grain, Wood, Coal, Poultry, Rabbit, Bird Supplies and Remedies, Baby Chicks, Esco Electric Brooders, Seeds. Trucking

OCEAN BEACH
Feed, Fuel, Paint and Express
EARL J. HAAS, Mgr.
1926 BACON STREET
Telephone: Point Loma 20-W

Sherwin-Williams (Paints SWP), Old Dutch Enamel, Marnot, Scarnot and Rexpar Varnish, Floorlac, Brushes, Wall Paper, Roofing

THRILLING AMUSEMENT FOR YOUNG AND OLD
MONKEY SPEEDWAY
NEWPORT AVENUE, OCEAN BEACH
NEWAND NOVEL BEACH ATTRACTION
Don't Miss Seeing the Marvelous Monkeys Driving Their Own Autos 'Round the Big Track

Prosperity!—Feel it, talk it, know it—Advertise!

The MISSION BEACH

$2,000,000.00 Development

Program Insures for San Diego's Finest BEACH Section a Growth and Prosperity rivaling that of Los Angeles beach cities.

Don't Watch Mission and Ocean Beaches Grow --- *Grow With Them!*

MISSION BEACH COMPANY
Second Floor, Scripps Building
TRACT OFFICE OPEN DAILY

MISSION BEACH

Authorized Representatives for Mission Beach

MISS JESSIE MORRISON
727 Pismo Court, Mission Beach
Phone Pacific Beach 543

MISS ELIZABETH ASHER
Bayside Walk, Mission Beach
Phone Pacific Beach 289

WEEK-DAY CAR SCHEDULE

Bayshore R. R. Time Table

Leave Third and Bdwy.—6:45, 9:00, 10:30, 12:00 a. m.; 1:30, 3:00, 4:30 p. m.

Leave Ocean Beach—7:10, 9:40, 11:10, 12:40 a. m.; 2:10, 3:40, 5:10 p. m.

Leave Mission Beach—7:00, 9:30, 11:00, 12:30 a. m.; 2:00, 3:30, 5:00 p. m .

Seen, Heard and Said

A party of girls from the San Diego high school spent the week-end at Shirly cottage, enjoying all the sports the beach affords.

Mrs. Frank Challend, who has been ill, is slowly recovering. She has the sympathy of her many friends.

Mrs. Gross and son Morris have moved to San Diego where they are operating a tea room.

Frank Challend's son, Bert Challend, and family are motoring down from San Francisco. They will arrive Sunday and expect to spend the summer here.

Mr. and Mrs. Jack Horner, who have sold their home in San Diego, have mevode into their cottage here for the summer.

Mrs. Grant and small daughter, Jane, have left for a visit with relatives in New York.

Mr. and Mrs. Grant and daughter, Jane, who until recently have been steady residents of Mission Beach, have motored to Wisconsin.

Frank Deering recently returned from an extended visit to Los Angeles. Mr. Deering plans to install a root beer stand at the beach.

Mrs. Victor Huffman is expecting as house guests Mrs. R. Klingensmith and daughter, Barbara Lee. The Klingensmits were the guests of Mrs. Huffman last summer and many Mission Beachites will undoubtedly be glad to hear of their return for the summer months.

Miss Jessie Morrison entertained last Saturday evening with swimming party, followed by a weinie roast. Mr. and Mrs. Winn of Yuma, and Mr. and Mrs. John A. Morrison chaperoned the following: Misses Violet Edwards, Bessie Conway, Jessie Morrison, Jack Winn, Arthur Morrison and Greely Winn.

Mrs. Mark's civic classes of the Roosevelt Junior high school enjoyed a beach party here Tuesday evening. After spending the evening in games and eating supper they left for their homes.

Mrs. R. D. Kirkpatrick of Newport Court entertained all day for her bridge club Thursday at the Quality Coffee Shoppe.

Mrs. T. C. Swift and Mrs. Eugene Scharr of San Diego entertained about twelve couples with a beach party, dinner being had at the Quality Coffee Shoppe, where real good home cooking was enjoyed.

Mrs. Perry of Mission Hills, San Diego, gave a fried chicken dinner Wednesday evening to a number of friends.

Mr. Arthur Gleason and mother, who are spending the summer here, are visiting for a few days in San Diego.

Mission Beach enjoyed a regular summer crowd last Sunday and all places of business were kept very busy.

Mr. and Mrs. Cornelius Butler and small son have moved into their new bungalow at the beach.

The Masonic order of Sciots will hold their annual picnic at Mission Beach this coming Sunday and every one is looking forward for a fine time at this event.

Orville Drew attended the Roosevelt Junior high school swimming meet and was awarded with second place.

Mission Beachers will be glad to hear that the float has been restored at the end of the main pier.

Mrs. George Kirkpatrick entertained her club with a bridge-luncheon at her home last Saturday.

Mission Beach is becoming more popular with the Roosevelt Junior high school.

Mr. and Mrs. William Brunton and family spent last week-end at their beach home, and to all evidences greatly enjoyed the boating and swimming—two of Mission Beach's most popular sports.

The Y. W. C. A. girls spent the week-end at the Shirley cottage. The girls asserted that the week-end was the most enjoyable one that they had ever experienced.

Mr. and Mrs. Mooney spent the wek-end in Los Angeles, returning Sunday evening.

Worth Thinking About

THE BEACH NEWS

has a Larger Circulation in the Beach and Bay districts than ALL the San Diego papers combined --- and BOOSTS for these great communities the whole year 'round!

DISCUSSIONS OF THE HOUR

Community Forum

This Forum is open to our readers for the expression of opinions and criticisms, whether favorable or unfavorable, on any and all subjects and questions affecting the Beach communities. The views herein expressed are not necessarily our views. We do not ask you to agree with them or with us. We will publish as many reasonable letters each week as space will permit. Please write on one side of the paper only; and sign all communications, not obligatory for publication, unless so requested, but as an evidence of good faith.

THE EDITOR.

SPIRITUALISM

Kirk Smith,

Editor **The Beach News:**

Sir Conan Doyle said in his lecture at San Diego, "The most amazing thing I have ever met is the opposition of the Christian churches to spiritualism—the life of their religion."

This has always been my wonder, and when it comes from a giant intellect like his, it makes us take notice. Anything of value is always counterfeited, and spiritualism is no exception. Neither is Christianity, therefore must we condemn the churches because of the multitudes of fakirs we find there?

We swear by the Bible, but when the subject of spiritualism is mentioned ,the order is to stop our ears and run away as from a pestilence. Why?

Now if you leave spiritualism out of the Bible, what have you left? A very poorly written history, mixed with myth and legend of one of the small nations that lived its little day and went out.

Of what interest is that to us, more than, or half as much, as the history of other nations from which we Gentiles have come?

The Hebrews are no longer a nation, but they live among us as do other people, and are good citizens, but do not mix.

Whenever teachers like Doyle or Lodge come to us, the old stock of fire crackers goes off with a little pop, that does no harm, and no good, only shows its calibre, like the little dog that bayed the moon, but the moon goes on just the same.

So will the twenty millions of spiritualists in the U. S. and many times that number in other parts of the world. ZENAS.

BATHING AND ADVERTISING

Editor The Beach News:

We see so much said about the bathers of Ocean Beach who make a business of going up and down our streets wearing only a smile and a one-piece bathing suit (that never has been wet). Why so much talk? Get your minds on your business and let others run their business, for in the great and good "Beach News" it do say, "If your business is not worth advertising, quit your business." You must advertise some way or another, and if one fails, try the other. X. Y. Z.

Now's the time to boost yourself, boost your business, and boost your community by advertising in your home paper—THE BEACH NEWS.

Reasonable rates are offered and we'll gladly help you to prepare your publicity matter in a manner to get the best results.

"IT'S NOT FAR TO A FABER STORE"